

Evaluating the Relative Role of Influencer Marketing and Celebrity Endorsements in Promotion of Electric Vehicles

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ABSTRACT

This study examines the efficacy of influencer-centered campaigns in the context of electric vehicles. The research objectives encompass evaluating positive attitudes of buyers towards the advertisement of electric cars rather than celebrity promotions and perceived resemblance compared to celebrity endorsements. This study focuses on dimensions like - aspirational identification, and the extent of trust and perceived expertise. The study analyses influencers and celebrities of varying influence levels, emphasizing the role of product quality and features. The findings unveil that consumers establish more profound connections with influencers and place higher trust in their endorsements compared to that by celebrities. Within the realm of electric vehicle advertising, the desire to emulate and trust influencers emerges as a pivotal factor driving the success of influencer-driven campaigns. Additionally, the nature of the promoted product significantly shapes the effectiveness of these advertising strategies. This research serves to validate the effectiveness of influencer-driven advertising and underscores the critical importance of trust and aspirational identification.

Keywords: *Celebrity Endorsements; Influencer Marketing; Electric Car; Brand, Electric Vehicle.*

1.0 Introduction

Companies often use famous people to advertise products. In marketing Literature they are generally termed as brand endorser, opinion leaders and influencers

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